GI 433

La Tosca

Featuring the
Custom-Built
ELDORADO

THE FRED. GRETSCH MFG. CO.

Top-ranking artists call

ELDORADO

"The truly magnificent professional accordion!"

Custom-Built by La Tosca®

Joe Biviano

Tony Mecca

Dom Frontiere

The superb ELDORADO is an artist's creation—as thrilling to play as it is to hear. Custom-built inside and out, ELDORADO sets the standard for the ultimate in accordion tone and performance.

Whatever the musical demands, ELDORADO meets them with rich, perfectly balanced tone, instantaneous response at every level of sound. ELDORADO speaks as clearly and beautifully in a whisper as it does at full volume, with true, undistorted sound.

Visually, the magnificent ELDORADO is a work of art. The gracefully designed, custom cabinet is carefully hand-made of selected woods and preserved with a durable, lustrous lacquer coating.

SPECIFICATIONS: 41 piano keys, 120 basses; fingerboard 19¼"; body length 18¾"; weight 25 lbs. 4 sets genuine hand-made Swedish blue steel reeds in the treble, including a Piccolo set; 5 sets of reeds in the bass. 13 fingertip automatic treble registers, 7 bass registers; plus master register at keyboard edge. 21 deep-fold bellows. Complete with Professional shoulder straps and special charcoal grey ELDORADO La Tosca "Dream Case." Finished in Jet Black only.

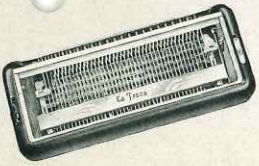
PX1275 La Tosca ELDORADO
PX1275ED La Tosca Electronic ELDORADO

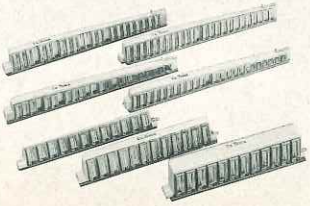
The Biviano Eldorado Quartet

ELDORADO Silent Mechanism — There is no disturbing mechanical noise to mar your performance, no matter how sensitive the microphone; how close the audience. The ELDORADO'S thorough insulation and cushioning assures you of velvet-like action at all times.

ELDORADO Reeds — Whether you play the very softest pianissimo or a thundering fortissimo, these superlative reeds speak instantly, clearly, sweetly. You never have to force response . . . never any distortion or choking. Made of specially tempered Swedish blue steel . . . hand-made, hand riveted. "Dry" tuned to eliminate the wide vibrato and produce a more pleasing musical tone.

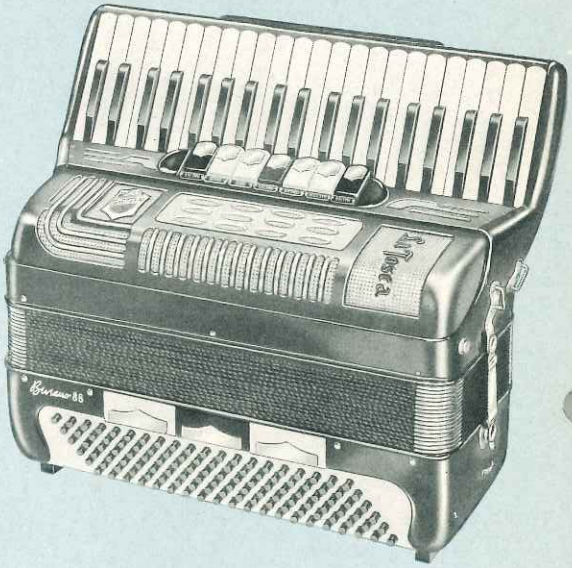
ELDORADO Casotto — Listen to the glorious fullness and roundness of tone, attainable only with the ELDORADO amplifying chamber, made of the hearts of wood — painstakingly selected for resonance. The ELDORADO sounding board is carefully constructed to prevent even the slightest mechanical vibration from marring the musical voice.





NEW BIVIANO 88

Medium Size



Joe Biviano and Tony Mecca try a new concert arrangement.

Maestro Joe Biviano rehearses a TV show.

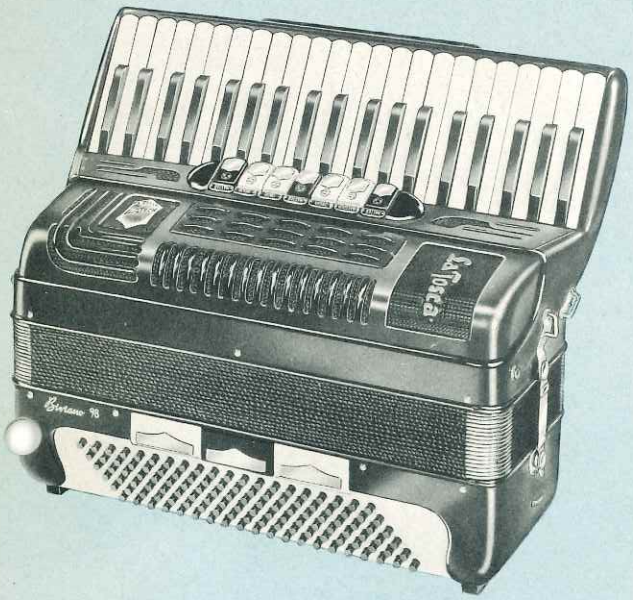
With special features

Designed and engineered for

The brand new Biviano "88" and "98" have professionals excited about their fine tone, amazingly fast reed response and full, rich "bassoon voice."

Special construction features of the "88" and "98" are based on accordion maestro Joe Biviano's expert knowledge of professional needs. Reed chambers are completely rounded to avoid sound distortion. Two sets of middle reeds and one low treble set produce a solid tone with plenty of volume and "kick." Both the "88" and "98" are "dry" tuned to eliminate the wide vibrato and produce a more pleasing musical tone.

The "88" and "98" provide the greatest possible scope for demonstrating talent and skill. Streamlined one-piece construction; double mounted shoulder straps, positioned for easier balance, a feeling of lighter weight.



NEW BIVIANO 98

Full Size

for professional needs.

LA TOSCA by Joe Biviano

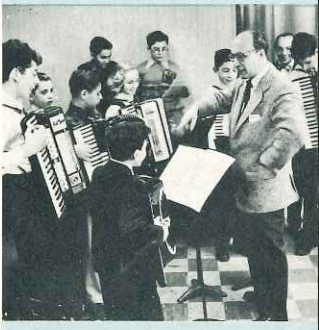
SPECIFICATIONS: 41 piano keys, 120 basses; 5 fingertip treble registers plus 2 additional master registers for easy availability in all positions. Master keyboard switch. 3 bass registers. All registers equipped with La Tosca fingertip chrome insets.

BIVIANO "88" — Medium size — fingerboard 17½"; body length 17"; weight 20 pounds. Complete with La Tosca "Dream Case" in Mediterranean Green; Cadillac Green binding. Choice of White Pearl or Jet Black.

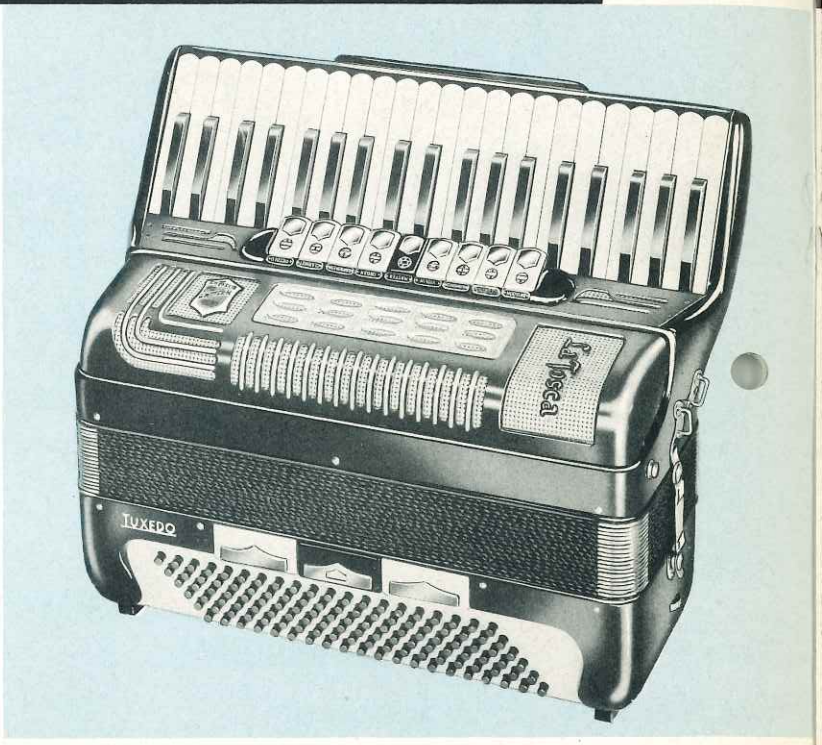
PX1261 — La Tosca BIVIANO "88"
PX1261E — La Tosca BIVIANO "88" Electric

BIVIANO "98" — full size — fingerboard 19¼"; body length 18¾"; weight 22 pounds. Complete with shoulder straps and La Tosca "Dream Case" in Sandlewood Gray with Driftwood Gray binding. Jet Black only.

PX1262 — La Tosca BIVIANO "98"
PX1262E — La Tosca BIVIANO "98" Electric
PX1262ED — La Tosca BIVIANO "98" with the Eldorado Electronic System

Famous model and TV star Roxanne plays accordion for relaxation.

Young accordion students enjoy playing orchestral arrangements.

La Tosca **TUXEDO** Full Size

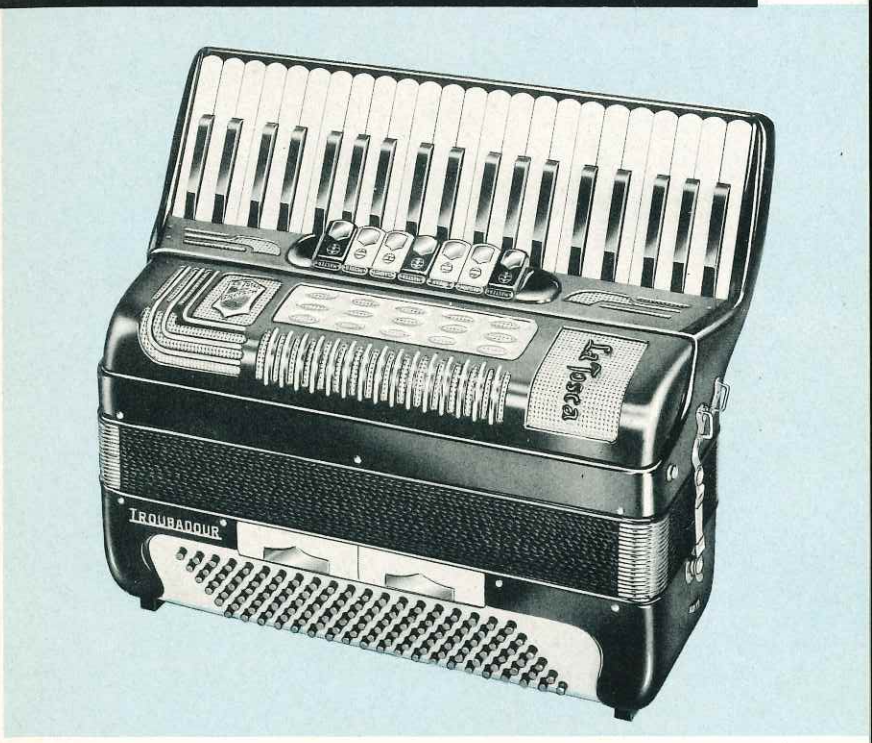


A professional accordion of tremendous range, the La Tosca TUXEDO is a brilliant performer, ideal for solo, radio, TV and combo work. Beautifully voiced set of Piccolo reeds in the treble make a number of interesting tonal combinations possible. You get an impressive organ effect by combining Piccolo reeds with the Bassoon set; a Musette sound by using the two middle sets of reeds with the Piccolo set. All reeds are hand-finished, hand-tuned of fine Swedish blue steel.

SPECIFICATIONS: 41 piano keys, 120 basses; fingerboard 19¼"; body length 18¾"; weight 24 lbs. 4 sets of treble reeds, 5 sets of bass reeds. 9 fingertip automatic treble registers plus master register at keyboard edge. 3 bass registers. Extra-deep-fold bellows; Complete with shoulder straps and deluxe luggage-type La Tosca "Dream Case" in Sandlewood Gray. Finished in Jet Black, only.

PX1266 La Tosca TUXEDO
PX1266E La Tosca TUXEDO Electric
PX1266ED La Tosca TUXEDO with the Eldorado Electronic System

La Tosca **TROUBADOR** Full Size



Big, full-sized and full-voiced, the TROUBADOR has power, exciting tone and lots of "punch." You'll find it suitable for most professional needs. TROUBADOR has five treble registers plus two extra master registers which are easily available from whatever position you are playing. TROUBADOR also has two bass registers, hand-tuned Swedish steel reeds, and plenty of real La Tosca stamina.

SPECIFICATIONS: 41 piano keys, 120 basses; fingerboard 19¼"; body length 18¾"; weight 22 lbs. 3 sets (including a Piccolo set) La Tosca hand-tuned Swedish blue steel reeds in the treble, 5 sets of bass reeds; 5 fingertip automatic treble registers with 2 extra masters. 2 bass registers. Complete with shoulder straps and luggage-type La Tosca "Dream Case" in Sandlewood Gray. Finished in White Pearl or Jet Black.

PX1260 — La Tosca TROUBADOR
PX1260E — La Tosca TROUBADOR Electric

La Tosca

ELECTRIC ACCORDIONS

ELDORADO
Electronic Accordion
with built-in
dimensional sound system.

LA TOSCA STANDARD ELECTRIFICATION

We think you will find the LA TOSCA Electric Accordions superior to any other line on the market, today. Twin pick-ups — one for the treble side; one for the bass — produce distinctive and impressive tonal effects. You'll thrill, too, to the LA TOSCA Electric's beautiful, full-throated accordion voice, faithfully reproduced at every level of amplification.

SPECIFICATIONS: Weight is only 8 oz. more than regular LA TOSCA of the same model. Amplifies *only accordion tone* — no disturbing key action or switch pick-up. Solid, concealed installation of electric system, evidenced by only three chrome-plated knobs on the switch panel.

ELDORADO ELECTRONIC SOUND SYSTEM

For the first time, here's an electronic accordion that allows you *complete separation* of keyboard tones from bass side tones at *playing level!*

The amazing ELDORADO Electronic Accordion has a dual-purpose electrification system. When you use this incomparable instrument with *two* amplifiers — a standard and Bioral — for *stereophonic* sound disbursement, you will realize the ultimate in accordion music... be able to perform unlimited orchestral effects, heretofore impossible! You may also use the ELDORADO Electronic with one standard amplifier, played regularly or with a Gretsch Bioral Amplifier for dimensional depth and tone color. (See page 9).

SPECIFICATIONS: 3 high fidelity microphones on the treble side; one on the bass side, independently controlled by five gold-plated control knobs on grille panel. Frequency range — 40 to 10,000 cycles per second flat response for perfect balance with tonal range of human ear.

How to order La Tosca Electric Accordions:

La Tosca Electrification and Eldorado Electronic System available for four La Tosca accordion models shown and listed in this catalog. See individual specifictions for details and model number. "E" numbers signify La Tosca electrification; "ED" numbers; ELDORADO Electronic System.

Now! Gretsch exclusive Accordion Amplification Systems give you true High Fidelity Sound!

GRETSCH ACCORDIOTRONIC AMPLIFIER

Designed and Built Specifically for Accordions

Many years of combined research by professional accordionists and electronic engineers have produced an amplifier whose range and performance give true accordion tonal reproductions from lowest bass to highest piccolo.

Gretsch Accordiotronic Amplifier has built-in, wide range, distortion-free tremolo circuit with provision for remote control of tremolo. Powerful 15″ 30-watt speaker, supplemented by high fidelity tweeter to give extra brilliancy and clarity to extreme highs. The sound is produced without hum or distortion.

SPECIFICATIONS: 6 tubes. Frequency range from 60 to 15,000 cycles per second. Rated at full 25 watt true output. 3 instrument inputs on control panel, with separate level controls. Jewel type pilot light; safety fuse holder; stand-by switch. Shock-proof chassis. Tubes include 2-No. 6L7, 1-No. 6SN7, 2-No. 616GB, 1-No. 5U4GB. Sturdy cabinet with lock-corner construction. Scuff-proof, water-proof covering in rich-looking Jet Black. Removable back panel.

Gretsch Accordiotronic Amplifier (weight 22½ lbs.; height 19″; depth 11″)
Model 6164 **Mackintosh cover (open end)**

GRETSCH BIORAL AMPLIFIER

For exclusive use with ELDORADO Electronic System Accordion

You enter a dramatic new world of sound projection with your Electronic ELDORADO and the Gretsch Bioral Amplifier. The dimensional depth and tonal color you get are impossible to achieve with any other system of amplification.

With the Gretsch Bioral Amplifier, the accordion tones produced by the keyboard side and those produced by the bass side of your Electronic ELDORADO, are projected *independently* through the amplifier. They are actually heard as two separate and distinct tones. You must hear it to believe it!

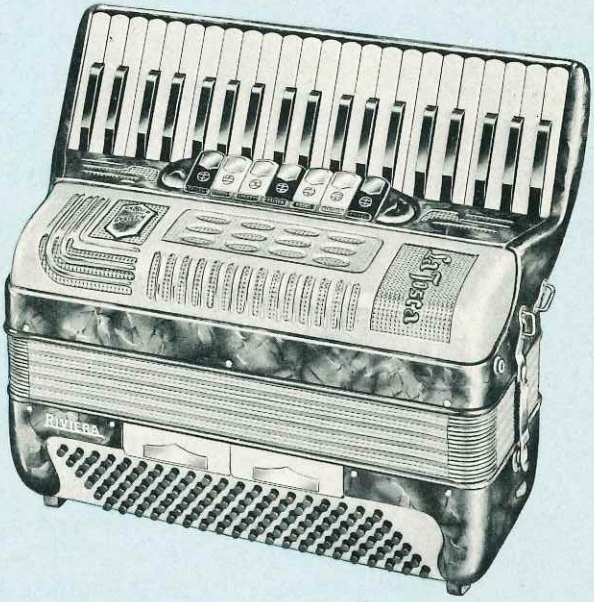
SPECIFICATIONS: 8 tubes. Heavy duty 15″ 40-watt speaker. Frequency range from 40 to 17,000 cycles per second. Rated at full 30 watt true output. Built-in distortion-free tremolo circuit for right hand. Dual Power mixer Preamplifier with separate level controls. Sturdy modern cabinet braced to eliminate microphonics. Jet Black, scuff-proof covering; gold "wrap around" grille.

Gretsch Bioral Amplifier
(weight 22½ lbs.; height 19″; depth 11″)
Model 6165
Mackintosh cover (open end)

For exciting and revolutionary new Duoral Sound... plug an Accordiotronic or any standard amplifier into the new Gretsch Bioral Amplifier and set switch at "Bioral." Place two amplifiers at different locations to secure complete tone dissurement. Completely eliminates fusion of tones resulting from projection through single amplifier.

La Tosca **RIVIERA**

Medium Size



RIVIERA is one of the most versatile accordions built! Excellent for professional work as well as playing for pleasure. A good choice for anyone desiring an easy handling, compact instrument.

The bass and treble registers and the hand-tuned Swedish blue steel reeds provide a wide variety of tonal voices. Just as popular for its good looks, the RIVIERA has the latest design features; dependable La Tosca construction.

SPECIFICATIONS: 41 piano keys; 120 basses; fingerboard, 17½"; body length 17"; weight 18 lbs. 3 sets of hand-tuned Swedish blue steel reeds (including a brilliant Piccolo set) in the treble, 5 sets of hand-tuned bass reeds. 5 automatic fingertip treble registers plus two extra masters for easy availability; two bass registers. Complete with shoulder straps and deluxe Sandlewood Gray La Tosca "Dream Case" with Driftwood Gray binding. Finished in White Pearl, Jet Black or two-tone Red and White Pearl.

PX1255 — La Tosca RIVIERA

Joe Biviano presents:

BIVIANO **SPECIAL** Models

The only accordions in their price range with tone chamber and mute!

Famous accordion "pro" Joe Biviano says: "I consider the SPECIAL models the finest instruments in their class. No accordion in the price range can compare with them!"

BIVIANO SPECIAL I — custom-made quality for the student under 10 years who has finished a 12-bass course and is ready for a 120-bass instrument.

BIVIANO SPECIAL II — slightly larger than model I to suit needs and comfort of the 9 to 14-year-old student.

BIVIANO SPECIAL III — full-sized model for advanced students and professionals. Because of its light weight, it is an excellent choice for the accordionist who does a lot of "strolling." Equally good for the musician who doubles accordion.

Now, for the first time, you get two of the major features of the finest professional accordions — the tone chamber and mute effect — in a moderately priced accordion with 2 and 4 sets of reeds.

You will be thrilled at the Biviano SPECIAL'S full, rich, mellow tone; instant response made possible by two blocks of reeds *inside* the tone chamber. As for playing ease — even the youngest student feels comfortable and relaxed because of the Biviano SPECIAL'S completely balanced weight distribution.

Extra quality, hand-finished reeds, hand-tuned. Three Biviano SPECIAL models fit all playing requirements!

SPECIFICATIONS: 41 piano keys, 120 basses; 2 sets of treble reeds, 4 sets of bass reeds; 6 treble registers, 2 bass registers, adjustable tone chamber for muted effects. Complete with deluxe, padded, all-leather shoulder straps and La Tosca "Dream Case," roll-away casters. Finished in White Pearl or Jet Black.

Biviano SPECIAL I — small-size — fingerboard 15½"; body length 14¾"; weight 15 lbs.
PX1256 La Tosca Biviano SPECIAL I

Biviano SPECIAL II — medium-size — fingerboard 17½"; body length 17"; weight 18 lbs.
PX1254 La Tosca Biviano SPECIAL II

Biviano SPECIAL III — full size — fingerboard 19¼"; body length 18¾"; weight 21 lbs.
PX1257 La Tosca Biviano SPECIAL III
PX1257E La Tosca Biviano SPECIAL III Electric

New! FIESTA Medium Size

Added bassoon and clarinet switches for faster tonal changes

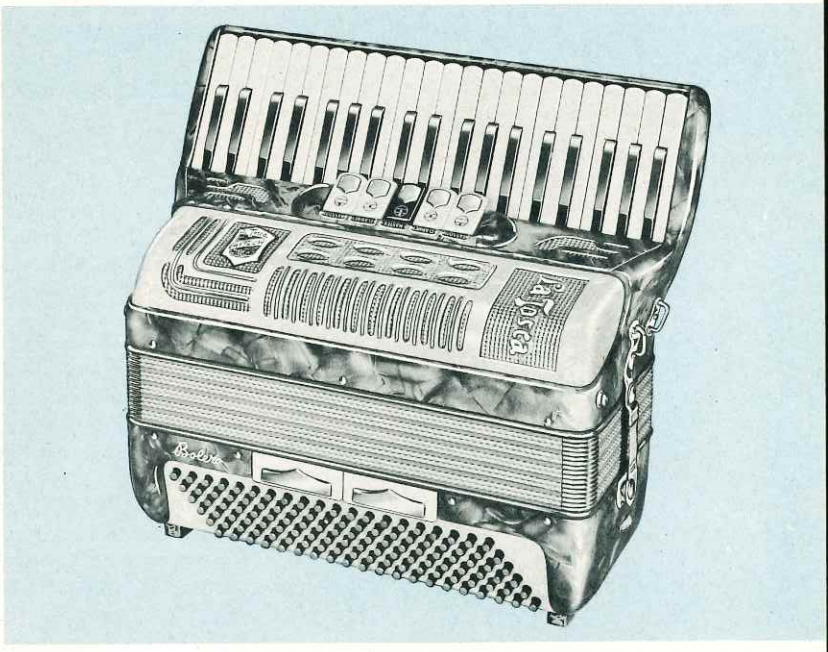
Never again will you lose time reaching and groping for switches when you make tone changes. New La Tosca

You'll find the La Tosca FIESTA a better accordion buy than ever, with its light weight, new playing ease and full, powerful tone. You'll like its streamlined good looks, too. FIESTA is a fine choice for anyone who wants rich tone quality in an easy-handling instrument. Genuine La Tosca hand-tuned reeds; expert La Tosca construction throughout.

SPECIFICATIONS: 41 piano keys, 120 basses. Fingerboard 17½"; body length 17"; weight 18 lbs. 2 sets La Tosca Swedish steel treble reeds; 4 bass sets. 5 automatic fingertip treble registers, 2 bass registers. Complete with padded leather shoulder straps, luggage-type La Tosca "Dream Case" in Mediterranean Green with Cadillac Green binding. Finished in White Pearl, Jet Black or two-tone Red-and-White Pearl.

PX1252 La Tosca FIESTA

New! BOLERO Small Size

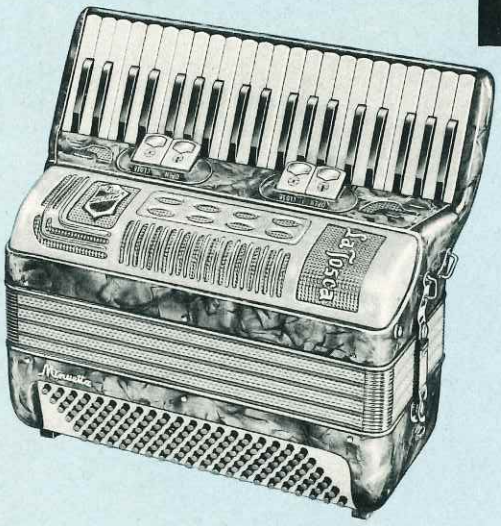


FIESTA and BOLERO are the *only* two and four set of reed accordions with a Bassoon switch *and* a Clarinet switch on EACH SIDE of the Master. These registers are now instantly available at whichever end of the keyboard you're playing!

New switch innovation makes BOLERO an ideal accordion for children. Considered a miniature masterpiece, BOLERO produces a variety of tonal colors with truly professional effects. Light in weight, *with five treble and two bass registers,* BOLERO has the same good looks, beautiful sound, *regulation La Tosca construction* as the bigger, heavier models.

SPECIFICATIONS: 41 piano keys, 120 basses. Fingerboard 15½"; body length 14¾"; weight a tiny 14½ pounds! 2 sets La Tosca hand-tuned Swedish steel treble reeds, 4 sets of bass reeds; 5 treble registers, 2 bass registers. Complete with shoulder straps and deluxe, luggage-type La Tosca "Dream Case" in Mediterranean Green with Cadillac Green binding. Finished in White Pearl, Jet Black or two-tone Red-and-White Pearl, Gold Sparkle, two-tone Blue and White.

PX1253 La Tosca BOLERO



La Tosca MINUETTA

Small Size

A big performer for all its small size, light weight the MINUETTA has the full-voiced response of an adult-sized accordion. Even a six-year-old can handle the MINUETTA easily, because it weighs only 7 pounds more than a standard 12-bass instrument! MINUETTA has all the genuine La Tosca tone, construction and styling features of adult models. Four fingertip treble registers are conveniently positioned to be readily available, whichever end of the keyboard is being played.

SPECIFICATIONS: 41 piano keys, 120 basses; fingerboard 15½"; body length 14¾"; weight only 14 lbs.! 2 sets full-sized hand-tuned Swedish blue steel treble reeds; 4 sets of bass reeds. *Four fingertip treble registers.* Complete with padded leather shoulder straps and La Tosca "Dream Case." Finished in White Pearl, Jet Black or two-tone Red-and-White Pearl, and Gold Sparkle.

PX1250 La Tosca MINUETTA

La Tosca 12-BASS ACCORDION

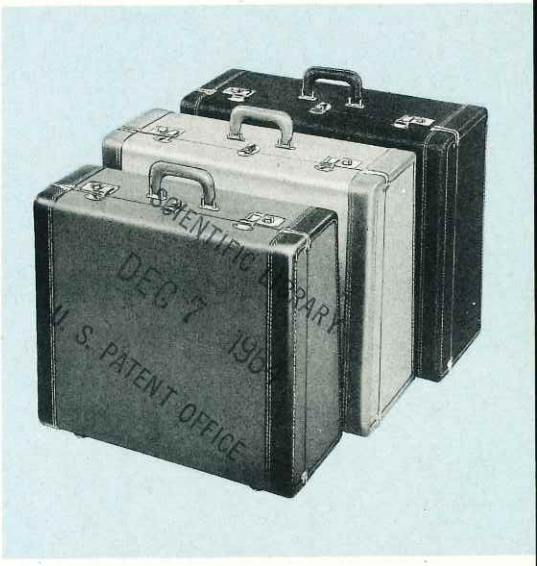
LA TOSCA'S 12-bass is a scaled-down professional model with many big-accordion features. Perfectly tuned, full-voiced La Tosca reeds give tone that is impressive for an accordion this size.

SPECIFICATIONS: 25 piano keys, 12 basses; fingerboard 11½"; weight 8 lbs. Compact, modern body with laminated wood frame, removable reed blocks. Aluminum key rods, 2 sets hand-tuned steel treble reeds, 4 bass sets. 14-fold bellows, full lined. Complete with shoulder straps and veneer body, keratol-covered carrying case. Finished in White Pearl or Jet Black.

PX1240 La Tosca 12-Bass

Here is the Magnificent "Dream Case" you get with your LA TOSCA

The exclusive La Tosca "Dream Case" competes in style and beauty with the finest luggage. Not only is it smart-looking — it was expressly *built to give maximum protection* to your La Tosca accordion . . . and IT ROLLS!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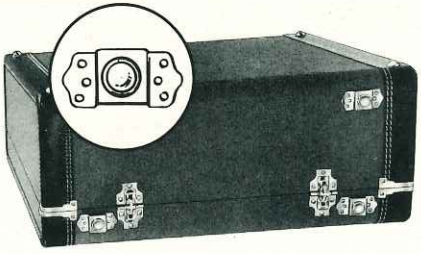
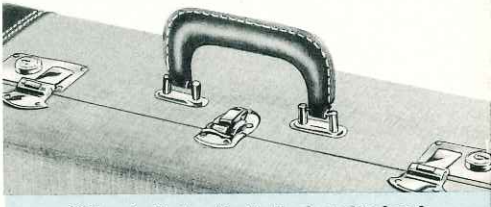
Look at these 6 great "DREAM CASE" features!

1. Exciting TWO-TONE COLORS on every case.
2. SOLID BRASS HARDWARE with extra-sturdy, oversize hinges; two locks and a center catch for maximum protection.
3. Four separate ROLLAWAY CASTERS with eleven individual ball bearings in each.
4. Patented RELION HANDLE that won't break or lose its shape. Fits hand perfectly, with even weight distribution so that accordion seems pounds lighter.
5. Triple stitched BINDING for added durability.
6. FULLY LINED with luxurious plush blanket.

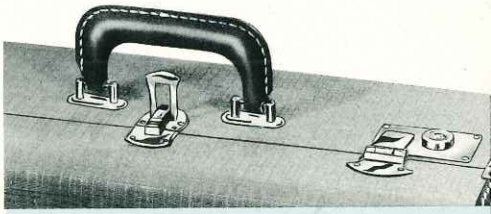
An exclusive La Tosca "Dream Case" included in the price of all La Tosca 120-bass accordions. See individual catalog pages for color description of case that goes with the La Tosca you choose.



Four separate ball bearing casters



Unbreakable handle that's shaped to hand



Two solid brass locks and dependable center catch

You'll get years of faithful service from your La Tosca®

FOR YOUR PROTECTION

GRETSCH ACCORDION GUARANTEE

To the original retail purchaser of registered mail as by the return of the attached card, WE GUARANTEE THIS ACCORDION against any defect of workmanship or material, including the reeds, for a period of ten years. §§§ Any such defect that may develop within such period will be repaired free of cost to the original purchaser, provided that the instrument is returned to our nearest branch, carriage charges prepaid, within ten years of its purchase as indicated by the registration card. §§§ This guarantee does NOT cover damage resulting from abuse, misuse, or physical accident.

THE FRED. GRETSCH MFG. CO.

BROOKLYN CHICAGO

MODEL NO. SIZE MODEL NO.

IMPORTANT: THIS GUARANTEE DOES NOT BECOME EFFECTIVE UNTIL YOU HAVE SIGNED THE ATTACHED REGISTRATION CARD, FILLED OUT AND SIGNED BY THE ORIGINAL RETAIL PURCHASER.

When you buy a LA TOSCA accordion you get the printed guarantee certificate reproduced here. Look for it — it's important to you. It is the warranty of the music merchant who sells you your accordion. The fact that he has the LA TOSCA franchise is, in itself, proof of his dependability.

Behind the LA TOSCA music merchant stands THE FRED. GRETSCH MFG. CO. of Brooklyn, New York and Chicago, Illinois. GRETSCH is the exclusive distributor of LA TOSCA accordions, and has been manufacturing and distributing musical instruments since 1883.

The LA TOSCA nameplate on your accordion means that you can count on many years of excellent service; the utmost in musical enjoyment.

LA TOSCA reeds of fine Swedish blue steel have been formed, fitted and tuned by skilled craftsmen. Instant response and full tone because each reed fits its slot with micrometic accuracy, assuring airtight construction. Reed plates are nailed and waxed to reed blocks!

Violin spruce reed blocks faced and laminated with American walnut are heavily lacquered for further protection against changes of temperature and humidity.

LA TOSCA bellows are built over premium-priced American board reinforced and precision-fitted to prevent air leakage.

Register slides have been sandwiched between aluminum sheaths to prevent binding.

Body construction of 3-ply laminated hardwood with sturdy walnut corner blocks.

Ask to see for yourself how a La Tosca accordion is built. Each instrument is an outstanding example of beautifully detailed workmanship, inside and out.

THE FRED. GRETSCH MFG. CO.

60 Broadway, Brooklyn 11, N.Y. • 218 Wabash Ave., Chicago 4, Ill.

Printed in U.S.A.

LA TOSCA ACCORDIONS

RETAIL PRICE LIST

Effective October 1, 1963

Model		List Price
PX1275	Eldorado	$ 1600.00
PX1275ED	Eldorado Electronic	1775.00
PX1273	Eldorado Lightweight	1400.00
PX1261	Biviano "88"	550.00
PX1261E	Biviano "88" Electric	650.00
PX1262	Biviano "98"	550.00
PX1262E	Biviano "98" Electric	650.00
PX1262ED	Biviano "98" Electronic	725.00
PX1266	Tuxedo	670.00
PX1266E	Tuxedo Electric	770.00
PX1266ED	Tuxedo Electronic	845.00
PX1260	Troubador	490.00
PX1260E	Troubador Electric	590.00
PX1255	Riviera	470.00
PX1256	Biviano Special I	470.00
PX1254	Biviano Special II	470.00
PX1257	Biviano Special III	470.00
PX1257E	Biviano Special III Electric	570.00
PX1252	Fiesta	395.00
PX1253	Bolero	395.00
PX1250	Minuetta	Discontinued
PX1240	12 - Bass	99.00
PX1290	Bass Accordion	700.00
PX1290	Bass Accordion with Amplification	800.00

THE FRED. GRETSCH MFG. COMPANY

60 BROADWAY
Brooklyn 11, N. Y.

218 S. WABASH AVE.
Chicago 4, Illinois